

Segun ai:

1. c. Link product attributes to consumer values via consequences of usage
2. Brand loyalty
3. a. Nostalgic attachment
4. b. The absolute threshold
5. c. Approach-avoidance
6. c. Most are active, interested in what life has to offer, and are enthusiastic consumers with the means and willingness to buy many goods and services
7. True
8. Demographics
9. Sensory
10. Ads that talk down to her
11. Esteem Needs
Explanation: According to Maslow's hierarchy of needs, the need for esteem is the fourth level, just before self-actualization. Esteem needs are those related to self-esteem, personal worth, social recognition, and accomplishment. In the given scenario, the consumer is seeking recognition and appreciation for their cycling skills, which falls under the category of esteem needs. They want to be around others who can acknowledge and appreciate their level of expertise, indicating a desire for esteem and respect from others.
12. Consumer
13. learning
14. all the others mentioned
15. discretionary
16. lifestyle
17. false
18. false
19. Looking glass self
20. Generation X
21. Stimulus and response
22. Product Involvement
23. The consumer psychographic segmentation system developed by SRI International is called VALS (Values, Attitudes and Lifestyles).
24. Short term memory
25. Constructivist (interpretivist)
26. Memory
27. Consumer behavior refers to the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants.
28. Classical conditioning
29. Body Image
30. Lifestyle
31. Expectancy theory
32. All of the above time periods
33. b. The ego is a system that mediates between the id and the superego

34. Observational